



KEYE  
10700 Metric Blvd  
Austin, TX 78758

Mediacentric LLC  
PO Box 302950  
Austin, TX 78703-0050

**Contract #** 1394869  
**Schedule Dates** 10/18/12-11/05/12  
**Advertiser** Keep Austin Healthy PAC (74716)  
**Agency** Mediacentric LLC (7373)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** Political (171812)  
**Salesperson** Davis, Jamie (2998)  
**Sales Office** KEYE/KEYE  
**Buyer Name** Callihan, Dawn  
**Phone/Fax** (512) 371-7726 /  
**CPE** N/A  
**Account Types** Local/Political Issue Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/17/12  
**Last Modified** 10/17/12  
**Entered By** Jamie Davis  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,996.25  
**Net Total** \$16,978.75  
**Sales Tax**

Austin (KEYE)		
By Broadcast Month	Spots	Rate
Oct. 2012	38	\$12,600.00
Nov. 2012	29	\$7,375.00
<b>Grand Total:</b>	<b>67</b>	<b>\$19,975.00</b>

## INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	5A- News-KEYE TV Morning News 5a	3	X	X	X	X	X			3	\$35.00	\$105.00	Austin (KEYE)		10/17/12
2.0	Revised Line (RevL) / SPOT	10/29/12-11/02/12	2	:30	5A- News-KEYE TV Morning News 5a	4	X	X	X	X	X			4	\$35.00	\$140.00	Austin (KEYE)		10/17/12
Est 2.0	Unapproved (RevL) on credit hold / SPOT	10/29/12-11/02/12	2	:30	5A- News-KEYE TV Morning News 5a	3	X	X	X	X	X			3	\$35.00	\$105.00	Austin (KEYE)		10/17/12
3.0	Normal Line / SPOT	10/19/12-10/19/12	2	:30	5A- News-KEYE TV Morning News 5a						1			1	\$35.00	\$35.00	Austin (KEYE)		10/17/12
4.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	5:58A- News-KEYE TV Morning News 6a	3	X	X	X	X	X			3	\$60.00	\$180.00	Austin (KEYE)		10/17/12
5.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	5:58A- News-KEYE TV Morning News 6a	3	X	X	X	X	X			3	\$60.00	\$180.00	Austin (KEYE)		10/17/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	5:58A- News-KEYE TV Morning News 6a		1							1	\$60.00	\$60.00	Austin (KEYE)		10/17/12
7.0	Normal Line / SPOT	10/19/12-10/19/12	2	:30	5:58A- News-KEYE TV Morning News 6a						1			1	\$60.00	\$60.00	Austin (KEYE)		10/17/12
8.0	Normal Line / SPOT	10/21/12-10/21/12	2	:30	7:58:45A- CBS-News Sunday Morning								1	1	\$375.00	\$375.00	Austin (KEYE)		10/17/12

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9.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	7:58:45A- CBS-News Sunday Morning								1	1	\$375.00	\$375.00	Austin (KEYE)		10/17/12
10.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	7:58:45A- CBS-News Sunday Morning								1	1	\$375.00	\$375.00	Austin (KEYE)		10/17/12
11.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	9:30A- CBS-Face The Nation								1	1	\$300.00	\$300.00	Austin (KEYE)		10/17/12
12.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	9:30A- CBS-Face The Nation								1	1	\$300.00	\$300.00	Austin (KEYE)		10/17/12
13.0	Normal Line / SPOT	10/21/12-10/21/12	2	:30	10:29:10A- We Are Austin								1	1	\$110.00	\$110.00	Austin (KEYE)		10/17/12
14.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	10:29:10A- We Are Austin								1	1	\$110.00	\$110.00	Austin (KEYE)		10/17/12
15.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	10:29:10A- We Are Austin								1	1	\$110.00	\$110.00	Austin (KEYE)		10/17/12
16.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	4:58:26P- News-KEYE News at 5p	3	X	X	X	X	X			3	\$165.00	\$495.00	Austin (KEYE)		10/17/12
17.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	4:58:26P- News-KEYE News at 5p	3	X	X	X	X	X			3	\$165.00	\$495.00	Austin (KEYE)		10/17/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	4:58:26P- News-KEYE News at 5p		1							1	\$165.00	\$165.00	Austin (KEYE)		10/17/12
20.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	5:30P- News-KEYE News at 530p Sunday								1	1	\$125.00	\$125.00	Austin (KEYE)		10/17/12

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21.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	5:58:56P- News-KEYE News at 6p	3	X	X	X	X	X			3	\$175.00	\$525.00	Austin (KEYE)		10/17/12
22.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	5:58:56P- News-KEYE News at 6p	3	X	X	X	X	X			3	\$175.00	\$525.00	Austin (KEYE)		10/17/12
23.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	5:58:56P- News-KEYE News at 6p	1								1	\$175.00	\$175.00	Austin (KEYE)		10/17/12
24.0	Normal Line / SPOT	10/18/12-10/18/12	2	:30	5:58:56P- News-KEYE News at 6p					1				1	\$175.00	\$175.00	Austin (KEYE)		10/17/12
25.0	Normal Line / SPOT	10/20/12-10/20/12	2	:30	6P- News-KEYE News at 6p Saturday							1		1	\$125.00	\$125.00	Austin (KEYE)		10/17/12
26.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	6P- News-KEYE News at 6p Saturday							1		1	\$125.00	\$125.00	Austin (KEYE)		10/17/12
27.0	Normal Line / Prime	10/28/12-10/28/12	2	:30	5:58P- CBS-60 Minutes (Sunday)								1	1	\$1,750.00	\$1,750.00	Austin (KEYE)		10/17/12
28.0	Revised Line (RevL) / Prime	10/22/12-10/22/12	2	:30	8P- CBS-Presidential Debate	1								1	\$1,550.00	\$1,550.00	Austin (KEYE)		10/17/12
Est 28.0	Unapproved (RevL) on credit hold / Prime	10/22/12-10/22/12	1	:30	8P- CBS-Presidential Debate	1								1	\$2,300.00	\$2,300.00	Austin (KEYE)		10/17/12
29.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	10P- News-KEYE News at 10p	3	X	X	X	X	X			3	\$700.00	\$2,100.00	Austin (KEYE)		10/17/12

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30.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	10P- News-KEYE News at 10p	4	X	X	X	X	X			4	\$700.00	\$2,800.00	Austin (KEYE)		10/17/12
31.0	Normal Line / SPOT	10/18/12-10/18/12	2	:30	10P- News-KEYE News at 10p					1				1	\$700.00	\$700.00	Austin (KEYE)		10/17/12
32.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	10P- News-KEYE News at 10p Sunday								1	1	\$750.00	\$750.00	Austin (KEYE)		10/17/12
33.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	10:30P- News-KEYE News at 10p Sunday								1	1	\$750.00	\$750.00	Austin (KEYE)		10/17/12
34.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	10:35P- CBS-The David Letterman Show	3	X	X	X	X	X			3	\$300.00	\$900.00	Austin (KEYE)		10/17/12
35.0	Revised Line (RevL) / SPOT	10/29/12-11/02/12	2	:30	10:35P- CBS-The David Letterman Show	4	X	X	X	X	X			4	\$300.00	\$1,200.00	Austin (KEYE)		10/17/12
35.0	Unapproved (RevL) on credit hold / SPOT	10/29/12-11/02/12	2	:30	10:35P- CBS-The David Letterman Show	3	X	X	X	X	X			3	\$300.00	\$900.00	Austin (KEYE)		10/17/12
36.0	Normal Line / SPOT	10/18/12-10/18/12	2	:30	10:35P- CBS-The David Letterman Show					1				1	\$300.00	\$300.00	Austin (KEYE)		10/17/12
37.0	Normal Line / SPOT	10/18/12-10/18/12	2	:30	11:37:28P- CBS-The Late, Late Show					1				1	\$145.00	\$145.00	Austin (KEYE)		10/17/12

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38.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	11:37:28P- CBS-The Late, Late Show	3	X	X	X	X	X			3	\$145.00	\$435.00	Austin (KEYE)		10/17/12
39.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	11:37:28P- CBS-The Late, Late Show	3	X	X	X	X	X			3	\$145.00	\$435.00	Austin (KEYE)		10/17/12

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 100px;">KEYS - Austin, TX</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">10/17/12</span>
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I, Dawn Callahan  
do hereby request station time concerning the following issue:

Keep Austin Healthy PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	See attached				

**Total Charges:**    \$ 16,978.75

This broadcast time will be used by: Keep Austin Healthy PAC

**Does the programming (In whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/17/12      *Thomas Callahan*      512.371.7726  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected

*Jamie Davis*      Jamie Davis      At  
Signature                      Printed Name                      Title